

Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

October, 1974

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Medicare B Campaign Launched*



Suggestion Program's 6th Birthday-\$16,000 Paid Out



Profile

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Published monthly for the employees,
their families, and friends of



Blue Cross®
of Florida



Blue Shield®
of Florida

532 Riverside Avenue
Jacksonville, Florida 32202

EDITOR

Carole Utley

REPORTERS

SOUTH BUILDING

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CHELSEA BUILDING

Helen Keene

NORTH BUILDING

2 Janice Schoonover

MAIN BUILDING

- 1 Carol Whiting
- 2 JoAnne Whittemore
- 3 Robbie Leggitt
- 4 Billy Hazlehurst
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- 5 Yvonne Cooke
- 6 Violet Williams
- 7 Sandy Osteen
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- 9 Ruby DuBose
- 10 Rochelle Dryden

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About the cover...

Four checks in the amount of \$768.00 were recently awarded to four employees for good ideas saving the company an estimated \$7,680.00 on an annual basis.

Glennetta Gray, Medicare A, won \$506.00 and accepts her check from Dick Meyers, Vice President-Claims, in the top photo on the cover. Medicare A Manager Clara Rose looks on at right.

Another winner of a big award was Marian Thomas, Coordination of Benefits Department, who received a \$242.00 check from Mr. Meyers. Also seen in the bottom photo on the cover are Blue Cross Manager Ray Chaffin and Odelle Yates, Supervisor of the C.O.B. Department.

Two \$10.00 winners were Joanne Haire who was recently employed in the National Accounts Department, and Jett Folds, Personnel Department. Details on these awards appear on opposite page.

Four Employees Win \$768.00 in Suggestion Awards

NO WONDER THEY'RE ALL SMILES

Four suggestion award winners who received \$768.00 in checks are indicated in copy on the opposite page. More detailed information is as follows:



They say that the third time's a charm and this was certainly true for **Glennetta Gray** as she pocketed \$506.00 on her third attempt at winning a suggestion award. Glennetta, Supervisor of the Medicare A Control Department for the past three months, was eligible for the award since she was a Section Leader when she sub-

mitted it. She's been an employee in Medicare A since May, 1970.

She suggested a preprinted, self-mailing form MED 647A which requires only check marks or blanks being filled in. Letters were previously dictated, transcribed, proofed and mailed. In addition to saving time and materials, this quicker method of handling correspondence to beneficiaries provides turn around time in 2 or 3 days versus 2 or 3 weeks. The estimated annual savings to the company will amount to \$5,060.00, with her share being 10%, or \$506.00.

Her brother, Karl Smith, is President of the Employees Club, and her mother, Mary Smith is a Section Leader in Blue Shield Correspondence.



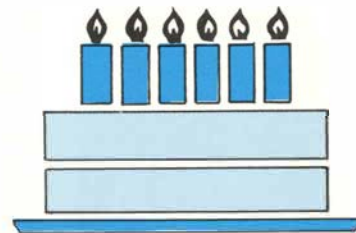
Marian Thomas, FEP Examiner in the Coordination of Benefits Department, received a check for \$242.00 for her idea of sending a post card rather than dictating a letter to acknowledge the receipt of a returned check from an incorrect payee; i.e., doctors and subscribers.

The former method involved Correspondence Clerks having to dictate a letter of acknowledgment. The estimated annual savings to the company will amount to \$2,420.00 with Marian's share being 10%, or \$242.00.

Joanne Haire won \$10.00 for her idea to have Western Union teletype message pads printed on full sheets of paper. Joanne was in the National Accounts Department before moving out of town recently but was still sent the award.

Jett Folds, an Interviewer in the Personnel Department, also won \$10.00 for her idea to place direction signs in the building lobbies indicating where various meetings are being held.

SUGGESTION AWARD PROGRAM NEARS \$16,000 ON SIXTH BIRTHDAY



When the Blue Cross and Blue Shield Suggestion Award Program reached its sixth birthday on October 1, total award checks in the amount of \$15,813.00 had been presented to employees.

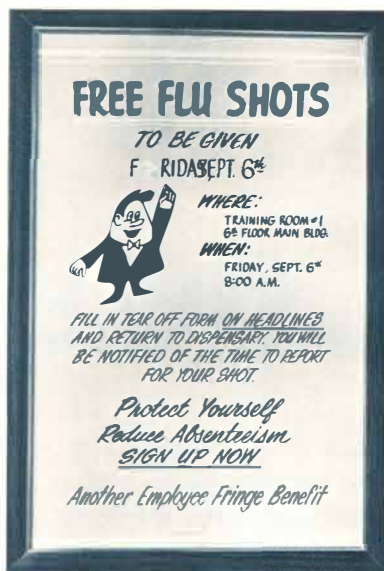
Jesse Grover, Employee Relations Manager, is Chairman of the Suggestion Program and reports the sixth year was one of the busiest.

Large awards in 1973-74 included checks for \$653.00, \$506.00, \$242.00, \$220.00, \$206.00, and \$125.00.

During this past twelve months period from October, 1973 to October, 1974, 26 suggestion awards were presented to employees. For the past six years, checks went to 241 employees, and there were 944 suggestions rejected. At this writing, there are still 102 suggestions pending in the process of being evaluated.

The amount of the awards given to employees is determined by figuring 10% of the estimated annual savings to the company. Based on the \$15,813.00 actually presented to employees over six years, this represents a savings of a minimum of \$158,130.00 to the Florida Blue Cross and Blue Shield Plans.

If your name has never been among the winners, the opportunity is always there to take advantage of the awards program. Put on your thinking cap and submit your ideas now to put extra cash in your pocket.



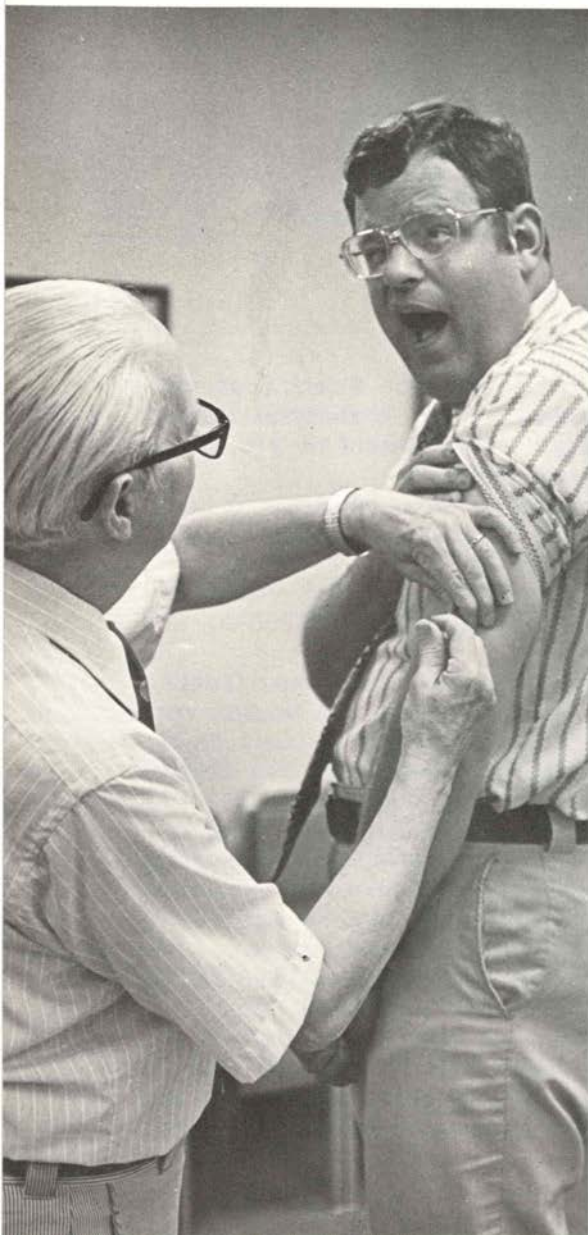
825 Employees Take Advantage Of Another Fringe Benefit

A total of 825 employees took advantage of free flu vaccinations on September 6. Our company physician, Dr. Geeslin, and his nurse visited the Riverside complex to administer the flu vaccine.

Past personnel medical records confirm that employees who take these shots have considerably less absenteeism due to colds and flu each year than those who do not take the shots.

Diane Joffre, Medical Receptionist to the nurses, reported the program went smoothly that morning in spite of the large turnout. Make-up shots were available in the First Aid Station until October 15 for those who were unable to take the shots on September 6.

Branch employees also took advantage of the free shots by mailing in their paid receipts for reimbursement.



Our "Safety and Security" Section Serves You

By Billy Alsobrook
Safety and Security Chief

CHANGES

There have been some changes in the Security Section here at Blue Cross and Blue Shield, and this will be a good opportunity to explain our changes and to acquaint all of our employees with the Safety & Security Section.

HOW MANY?

First of all, we have hired 16 people to form our Security Section and they are full time Blue Cross and Blue Shield employees. Their mission is to "Serve all of the employees of Blue Cross and Blue Shield as completely as possible."

NOTICE THE DIFFERENCE?

We have changed their look, the uniform has given way to a civilian look. The men wear white shirts, blue ties, grey pants and a blue blazer. The shirt and the blazer have our Blue Cross and Blue Shield emblem on them. The ladies of the Safety & Security Section are wearing blue skirts or culottes, white blouses with kerchief tie, and a blue blazer with emblem.

A NEW NAME

After all the changes in clothing we have also changed their name from Security Guard to Safety & Security Aide. The Safety & Security Section is here to AID you!!

DO WE NEED A SECURITY SECTION?

You might ask, "Do we need a Safety & Security Section?" The answer is Yes! This means of protection is one of the best ways to maintain the safety and security of the employees, their property and the company buildings and property.

WHAT DO THEY DO?

The Safety Aides patrol our building looking for unsafe conditions including fires, stumbling or tripping hazards, etc. The Aides also patrol our parking facilities to assure the safety of employee vehicles. They regulate the parking spaces, seeing that assigned vehicles park in their proper space and that all vehicle operators obey our traffic and parking regulations. You will see our Aides stationed at all the entrances to the building complex as well as the parking garage. These Aides are here to see that only authorized persons go above the first floor. Each visitor must have an escort after having registered with the Aide desk

and having been issued a Visitor's Pass. Our office complex is not a "free-access building" above the first floor; therefore, all visitors should check in with the Safety and Security Aide on duty at the entrance where they enter.

EMPLOYEE COOPERATION

The Safety & Security Section cannot do the job alone. We must have the cooperation of all our employees. We ask all employees to tell prospective visitors to please check in at the Security Desk and give the Aide the extension where the employee can be reached. All this will only take a few minutes and it will take much less time to locate you for your visitor. In addition to the cooperation of other employees to help our Security Section, we also have some very sophisticated devices which help maintain our security: closed circuit T.V., electronic card devices for opening doors and the most important device of all is our very modern and up-to-date fire alarm or building evacuation notification system.

Our Safety & Security Aides are here to help you, we will open locked doors, we will escort you to your car if you work late. Just give us a minute or two to get an Aide available. We also have jumper cables & booster battery if yours has gone dead. There are many more services we render daily to our employees. If you need help, call 6219 or 6222. You can use the same number to report an unsafe condition or to make suggestions on how we can improve our services.

Those of you who want to use our beautiful patio at meal or break time should get your drinks in the first floor break room.

Accept the suggestions and directions given you by the Security Aides in a cooperative way. Better yet, police yourself about company rules and regulations so the Aides will not have to approach you; i.e., no drinks or food in the halls, elevators or lounges.

THINGS TO REMEMBER

Some of our employees are very careless about their personal property. Some leave their purses in the restrooms or the break areas. That's a good way to lose your money, credit cards and all those important papers you carry: driver's license, Social Security card, etc.

How can those at home reach you here at work? Do they have your correct extension? It makes it a lot easier for us to locate you for messages. You never know when an emergency will happen and you are needed by those at home or where you left your child at a nursery.

15 Years Deed Coverdale



Cordelia (Deed) Coverdale celebrates her 15-year anniversary with the Florida Plans on October 19. She has been in the Blue Shield Claims Department ever since 1959 and is a Claims Examiner, presently reporting to Supervisor Fannie Zuidema.

Deed was born and educated in Erie, Pennsylvania where she spent all of her life until 17 years ago when she moved to Jacksonville. Her past work experience in Erie included 16 years with the Kresge Company where she was Office Manager. She was with Underwood Jewelers in Jacksonville until her sister, Sue, who was a Blue Cross and Blue Shield employee at the time, talked her into coming to work for us.

Deed lives at Neptune Beach, with her sister, Nan, and her pride and joy is her poodle, Nanette. Deed is well known in the Blue Shield claims area for her famous fudge which she shares with others at Christmas time. In fact, she won a silver tray in the 1972 Employees Club Kitchen Arts Competition for her fudge entry.

She is currently enjoying two days off a week which the company allows for the year prior to her retirement.

5 Years

Blue Cross and Medicare A

Fuad Tannous	Financial Accounting
Dorothy Rhodes	Group Accounting
Bonnie Bemby	Gov't. Contract Support
Anice Steed	General Disbursements
Joyce Warner	Coordination of Benefits
Cynthia Dixon	Operation Support
William Lacy	Tampa
Roy Johnson	Methods
Don Marshall	Hospital Relations
Mike Jones	Records Retention and Microfilm
Patricia Roberts	Direct Accounting
Larue Miller	Group Accounting
Alice Smith	EDP Communications Center
Beatrice Banks	Special Claims
Marilyn Daughtry	Group Accounting

Blue Shield and Medicare B

Virginia Shepard	Claims Approval
Peggy Macik	Federal Claims
Rosamond Rudd	CHAMPUS
Deborah Gardner	Claims Correspondence



Fifteen-year service pins and name plates were presented to Del Detrick and Bea Stivender at the Senior Staff meeting on Monday, September 9. Del, second from left, is Telecommunications Coordinator of the Data Communications Department who marked 15 years on June 15. Bea's anniversary was on August 4, and she is Supervisor of Blue Shield Correspondence.

Senior Vice President, Joe Stansell, center, presented the awards; Cecil Rivers, Vice President-Data Processing, is at left; Dick Meyers, Vice President-Claims, is at right.

awards

1 Year

Blue Cross and Medicare A

Richard Yuschik	Systems Development
Bharatkumar Thakker	Mail Operations
Frances Murph	Mail Operations
Josie Armstrong	EDP Data Entry
Sherlyn Ashe	Lake City
William Brooks	Med. B Support
James Peaks	Prod./Qual. Control
Merilla Lightsey	Mircofilm Processing
June Lathon	Major Medical Claims
Brenda Cribbs	Prod. & EDP Coord.
Mildred Anderson	Utilization Review
Sybil Spray	Lake City
Judy Kaye Stilley	Major Medical Claims
Virginia Miller	Membership Files
Susan Seesdorf	Prod. & EDP Coord.
Richard Lawrence	Print Shop
Sallie Key	Mail Operations
June Jordan	Special Claims
Rebecca Franz	Personnel
Carrie Washington	Records Retention
Mary Smith	Employee Relations
Richard Sangster	Print Shop
Luann Nix	Med. A Edit Review
Carolyn Mathis	Fed. Employee Supplemental
Linda Mathis	Med. A. Key punch
Florence Cole	Claims Administration
Miriam Story	Claims Approval
Robert Fulton	Prod./Qual. Control
Juanita Herndon	Group Accounting
Harriet King	Med. A Administration
Charles Graziano	Computer Operations
Thomas DuBose	Prod./Qual. Control
Laura Tanner	Physician Relations
Solomon Harris	Mail Operations
Robert Fowler	Customer Services
Virginia Nielsen	Direct Accounting
Lisa Massey	Med. A Approvals
Audrey Towery	Internal Audit
Mary Ann Gartenbush	Group Accounting
Linda Brown	Claims Administration
Edward Ling	BC/BS Support
William Hussian	Data Recording Administration
Marian Thomas	Coordination of Benefits
Harold Neill	Management Support
Cynthia Latner	Claims Approval
David Kelley	Financial Accounting
Richard DiFrancesco	Systems Development
John Finn	BC/BS Claims
Jocelyn Byrd	Group Sales
Elaine Baggett	Admin. Enrollment
Freddie Israel	Quality Control

Blue Shield and Medicare B

Charlotte Lee	Edit II
Nona Collins	Med. B Claims
Gloria Johnson	Med. B Claims
Shirley Harris	Med. B Claims
June Hale	Data Recording Infoex II
Margaret Eck	Med. B Records
Diane Connor	Med. B Edit II
Seneca Terrell	Med. B Claims
Robbie Moore	CHAMPUS
Eddie Dyal	CHAMPUS
Karen Smith	Med. B Review
Sylvia McGrath	Med. B Typing

Connie Staley	Med. B Records
Brenda Bryant	Med. B Claims
Virginia Brian	Data Recording
Cathi Michaux	Med. B Corres.
Bobbie Mathis	Edit II
Sharon Kinnison	Med. B Administration
Barbara Greene	Med. B Typing
Nancy Bates	Med. B Verify
Cristeta Devera	Med. B Special Claims
Barbara Wynn	Data Recording Infoex II
Agnes Woods	Med. Special Claims
Evelyn Hall	Med. B Corres.
Muriel Stephens	Med. B Typing
Shirley Ritchey	Med. B Claim Services
Diana Rexroad	Med. B Edit Section II
Jean Parks	Med. B Claims
Leila Mervin	Med. B Claims
Alzata Dix	Data Recording Infoex II
Vivian Crews	Med. B Claims Services
Ronna Burgess	Med. B Corres.
Micki Branam	Med. B Special Corres.
Nancy McConney	Claims Approval
Eartha Little	Med. B Edit Section II
Judy York	Med. B Corres.
Desiree Tabbara	Med. B Claims
Glenda Honeycutt	Med. B Claims
Gwendolyn Taylor	Med. B Corres.
Gloria Bailey	CHAMPUS
Gertrude Ransom	Med. B Credit Adjustment
Alice Alderman	Med. B Claims
Evelyn Knope	CHAMPUS
Dolores Reese	Med. B Claims
Jannie DuPree	Med. B Claims
Debra Noles	Edit II
Dennis Sutton	Mail Operations

Customer Contact (Field Office)

Third in a series of Articles Featuring the
Customer Services Department

By Flake Hewett

Customer Services Director

Have you ever been to an isolated area, away from the mainstream of civilization, or have you ever been adrift in a boat when the engine refuses to start and you have a feeling in the pit of your stomach that you are cut off from the world?

Whether you have or not, try to imagine how it would be to experience this feeling of helplessness and desperation! Of course, I am over emphasizing the point, but I assure you the 272 people in our field service offices can relate to this dilemma to some extent. When one has an opportunity to visit these offices the trip is worthwhile!

When field office personnel contact the home office, it is usually the result of either a phone call or a walk-in

(Continued on page 19)



Medical Department Staff personnel are, from left, Dr. Johnson, Janis Head, Arlene Johnston, Susie Solano, Dr. Irwin, Maureen Lambert, Dr. Richardson, Wanda Martin and Judy Hyman.

Changes Announced In The Medical Department

Thomas M. Irwin, M. D., Vice President and Medical Director, has announced several changes in the Medical Department Staff area. Although he and his Administrative Assistant, Arlene Johnston, and his secretary, Wanda Martin, are located on the tenth floor of the South Building, the Medical Department is found on the 14th floor.

Established in January, 1973, the Medical Department was physically separated between the Riverside Building and the Universal Marion Building. A year later all review sections were combined when the new building was completed. The Medical Department consists primarily of medically trained personnel in one area and serves to professionally determine our medical claims. It has direct access to higher review committees such as county medical societies, state review committees, and a Jacksonville claims committee which meets weekly.

In addition to Dr. Irwin, Arlene and Wanda, the Medical Department staff includes: Associate Medical Directors James Richardson, M. D., and the newest member of the staff, Benjamin A. Johnson, M. D.

Susie Solano was promoted to Administrative Assistant to Dr. Richardson. Janis Head was promoted to Administrative Assistant to Dr. Johnson, and Maureen Lambert was promoted to Staff Assistant. Judy Hyman is the Medical Department secretary on the 14th floor.



Allergy at Walter Reed Army Hospital, North Carolina

Dr. Johnson was born in Jacksonville, attended local schools and was graduated from Robert E. Lee High School. He attended the University of Florida, Pratt Institute and Harvard University. He was graduated from Yale University School of Medicine in 1949, and served internships and residents in Pediatrics and

Memorial Hospital, Watts Hospital, and Duke University Hospital. He was in the practice of Pediatrics Allergy in Jacksonville from October, 1957 to January, 1968 and then joined the Florida State Board of Health. He was graduated from the University of North Carolina School of Public Health with a master's degree in Health Administration in 1970.

While associated with the Florida Public Health Agency he served as Assistant Chief Bureau Local Health Services, liaison offices to the Department HRS and Medical Consultant to N. W. Florida, acting Chief Bureau of Crippled Children, and Acting Director, Division of Children's Medical Service.

Dr. Johnson is certified by the American Board of Pediatrics in a Sub. Specialty of Allergy. He is a fellow of the American Academy of Allergy and Preventative Medicine and a Diplomate of the National Board of Medical Examiners and the American Board of Allergy and Immunology.

Susie Solano was promoted from Staff Assistant to Administrative Assistant to Dr. Richardson. She has been an employee since February, 1967 and previously served as a Section Leader. She's a native of San Mateo, Florida and graduated from Mellon High School in Palatka. She is married to Ernest and they have five children. She is interested in crocheting, sewing, and jewelry.

Janis Head was promoted from Special Claims Examiner in Prepayment Screening to Dr. Johnson's Administrative Assistant. She joined the Plans in November, 1966 and has worked as a Routine, SSA, and Congressional Clerk in Medicare B. She's a graduate of Landon Junior / Senior High School, is married to Benny, and has five children. Janis is very active in her church organizations and enjoys gardening, writing, and reading.

(Continued on page 19)

Dinner, Fun and Trophies

End Bowling Season



FIRST PLACE: From left, Carol Blanton, Romie Martin, Cathy Evors, and Pat Wilson. First place shirt patches from WIBC can also be seen.



SECOND PLACE: From left, Cindy Moody, Juanita Wood, Diane Parker, and Madeliene Hall.



THIRD PLACE: From left, Linda Mercer, Delores Chester, Harriet Bouknight, and Bonnie Godbold.



INDIVIDUAL TROPHY WINNERS: From left, Bonnie Godbold, most improved bowler, 14 pins; Johnnie Pugh, high set handicap 627; Judy Booth, High game scratch 202; Dianne Bethea, high set scratch 515; Patty Nolan, high game handicap 231; Cathy Evors, high average 163.

Thirty-two bowlers comprising eight teams finished the Blue Cross and Blue Shield Rebelettes summer women's bowling league on September 9. The league was sponsored by the Employees Club which provided shirts, paid the sanction fees and for the banquet held at Sandy's Steer Room on September 13. Trophies presented to the winning teams and for individual awards were purchased by the girls out of their prize money.

Cathy Evors, league president, has served in this capacity for six years and has won numerous team and individual trophies during that time. She was awarded the Bill Fort Sportsmanship Trophy in 1971 as the company's outstanding athlete and received an award from the Jacksonville Women's Bowling Association this past spring as an outstanding bowler in her league. At the banquet on September 13, Cathy was surprised with a plaque from the Employees Club for her major contributions to the league as its president for the past six years.

Officers for the winter league which began on September 16 are President, Bonnie Godbold; Vice President, Tina Henault; Secretary, Diane Joffre; Treasurer, Yvonne Cooke; Sergeant-at-Arms, Pat Wilson.



Cathy Evors accepts a plaque from the Employees Club presented by Treasurer Linda Mercer. The plaque was in recognition of Cathy's contributions to the league for the past six years.

Employees Club

Employees Club Coordinator Jim Gray has been keeping extremely busy lately selling tickets for the Sharks football games, "Disney on Parade," the Shrine Circus, organizing a party at Skateland, completing the Ping Pong tournament and play-offs for the summer golf league, arranging for a scuba diving film, etc. In addition, he planned the fall golf tournament, conducted an Intramural Softball Tournament and arranged another trip to Disney World. The women's summer bowling league ended and the fall league got under way on September 16. Women's volleyball teams are also being formed.

Employees Club stories appear in this issue of PROFILE concerning some of these events. Look for more information and photographs in the next issue.



BLUE CROSS TEAM #1 WINS INTRAMURAL SOFTBALL TOURNAMENT

At the conclusion of the Employees Club Blue Cross and Blue Shield Intramural league composed of six teams, won by Medicare B 65'ers, and the City league in which we had three teams, a softball tournament was held to determine the company champion.

The championship play-off held in August was won by Blue Cross team #1 managed by Jim Holloway and Jim Cole which defeated Blue Cross team #2 led by Roger Holton. Ironically the same two teams finished the same in last year's play-off.

Employees on the winning team are: Tony Hubbard, Dave Roberts, Joe Grantham, Jerry Potter, Ray Pack, Bill Buckner, Hanse Hall, Larry Shepard, Jeff Clyatt, Bob Weatherford, Rich Yuschik, Bob Collier, and Charles Beaufort.



DISNEY WORLD TRIP DRAWS 100 PEOPLE

The Employees Club sponsored another bus trip to Disney World in late August which drew 100 employees and their guests.

Last year's bus trip brought out 160 employees and one just held a few months ago drew 300. This seems to be one of the most successful projects undertaken by the Club which provides a full day of fun for employees to get together.

EIGHT WIN TROPHIES IN TABLE TENNIS TOURNAMENT

The Employees Club table tennis tournament held in August drew a total of 86 participants who competed in the single elimination matches. This figure is more than double the number of employees who played last year.

Trophies were awarded to Larry Bold for first place in the men's singles match. Larry took second place honors last year. Runner-up was Fuad Tannous.

Joy Hittell won first place in the women's singles with Anita Landman winning second.

Don Mixon and Ed Tison took first place honors in double's competition defeating two members of the fairer sex, Anita Landman and Lynn Poindexter.



MARTHA POPLIN BOWLS 'EM OVER!



Martha Poplin

Although Martha Poplin doesn't bowl on a team in our company league, congratulations are in order for her outstanding talents displayed in another league.

A Supervisor of National Accounts and Central Certification, Martha recently received five awards in her Friday night mixed league at Cecil Field Air Base in which she bowls with her husband, Jerry, and her parents. The league consists of 12 teams, men and women both.

Her team took first place, and other trophies were awarded her for high average in the league, 176; high series, 603; high game, 246; and the Women's International Bowling Congress High Series Award. Her scratch series of 603 included the 246 game, both being high for the league over men and women both. Obviously, Martha is not superstitious as she bowled these on Friday the thirteenth of last month.

Martha is very active in the WIBC having served as President, Vice President, Secretary, and Treasurer of many leagues. She is presently the secretary of the Westside Ladies League at Classic Lanes. "One of my many goals in life is to become a professional bowler if time allows," she says.

Club Activities



Ping Pong tournament winners are, from left, Ed Tison, Don Mixon, Lynn Poindexter, Larry Bold, Anita Landman, Joy Hittell, and Fuad Tannous.



Four of our employees who played on the Rebels softball team are, from left, Debbie Eason, Robin Cowart, and Debbie McLane. Laura Rountree was not available for the photograph and is pictured below. Debbie McLane is holding the plaque presented to her as utility infielder on the All American Team.



Laura Rountree

4 EMPLOYEES COMPETE IN NATIONAL SOFTBALL TOURNAMENT

Blue Cross and Blue Shield of Florida are proud of four employees who are members of a softball team which placed second in the national tournament recently held in California.

Robin Cowart and Debbie McLane of Subscribers Service, Laura Rountree of Medicare B, and Debbie Eason of Medicare A are all players for the Jacksonville Rebels women's softball team. They participated in the national softball championship held in Elk Grove August 28-September 3. The team flew out on a 747 jet with all expenses paid by Budget Rent-A-Car, their sponsor.

Debbie McLane, the Rebel's short-stop, was chosen on the All American Team for utility infielder, earning her a plaque of recognition. She's played for the team for eight years.

After defeating five teams from other states, the Rebels lost the final game 8-5 to the Miami Dots, National Champions. The Rebels will have another shot at the Dots in 1975 when Jacksonville hosts the National Tournament at Drew Park.



W. F. Still, Route 1, Hilliard, discusses a Part B claim filing problem with Service Specialist Mrs. Dorothy Brooks Smith, a 10-year employee of Blue Cross and Blue Shield of Florida. Many Medicare beneficiaries in the Jacksonville area visit the Blue Cross and Blue Shield offices on Riverside Avenue where Service Specialists are available to assist them.

Campaign Launched To Improve Medicare B Claims Processing

In July, a statewide campaign was launched in an attempt to better inform Medicare beneficiaries in Florida on how to properly file their Part B Claims. The Medicare B Claims Department was receiving 60,000 claims monthly with insufficient information to process the claim.

These claims are mostly prepared by patients without the assistance of the physician's office. The results are often long delays in claim processing.

As part of an overall program to improve claim service, a special plea was made to all Florida physicians to assist Medicare patients with the preparation of their claims.

An informational folder titled, "For The Medicare Patient who Fills Out His Own Claim Form," was prepared and mailed to all Florida physicians. Returns have been received from about 2,000 physicians asking for 500,000 folders. News releases were prepared and mailed out with the folder for the widest possible distribution. Personnel in the Communications Department

personally visited many newspaper editors throughout the state to ask their cooperation in informing the public to help us solve this problem.

The brochure lists seven required items a Medicare patient always needs to properly file his claim. This handy reference folder, Form No. 711B is available to employees by simply requesting copies from the Communications Department, 10th Floor South Building. Employees who have friends or relatives who could use this reference guide are urged to request copies.

George S. Lewis, Director, Professional Relations Department, has been and will be visiting 20 medical societies and specialty societies throughout Florida between now and the first of the year to present a color slide presentation about Medicare. In addition, Janice Engel, and Edith Bowden, Educational Services Representatives, have been and will be conducting a total of 55 workshops in Florida for Medical Assistants and personnel in physicians' offices. They will also be using a color slide presentation about Medicare.

**“The mouth
of the average
American
is a disaster area”**

disease and an increasing number of children and adolescents have the inflamed reddened gums which are a prelude to periodontal disease. More than 24 million Americans have no natural teeth.

The magnitude of these oral health problems has brought into sharp focus the need for early and regular dental care. To a far greater extent than most medical conditions, dental disease is preventable. With adequate care, most of the discomfort and disfigurement resulting from dental disease — as well as its effect on general health — need never occur.

EARLY DENTAL CARE

Tooth decay in children begins much earlier than most parents realize — 2 out of every 3 children under 5 years of age have one or more untreated decaying teeth.

A youngster's first visit to the dentist should be not later than at age 3, before he experiences toothache and forevermore associates dentists with pain. At this first visit the dentist will clean the child's teeth and probably apply a decay preventive — painless procedures that will promote the child's oral health as well as prepare him to accept regular visits to the dentist without fear.

REGULAR DENTAL CARE

From age 3 on, visits to the dentist should be routine, every 6 months or at such regular intervals as the dentist recommends. Because dental caries is cumulative — and irreversible — it is vitally important to dental health that small cavities be treated promptly.

Regular dental visits also alert the dentist to potential problems of tooth alignment, as well as the presence of periodontal disease, the greatest cause of tooth loss in adults. Also, regular professional cleaning removes a substance called “plaque,” a deposit on the teeth that harbors decay-causing bacteria.

IT'S YOUR MOUTH

In view of the proven worth of early and regular dental care, why neglect your mouth or the mouth of your child until irreparable damage is done?

A recent **Health Care Digest** (Blue Cross and Blue Shield of Iowa) states: “Every day more than 10,000 workers stay off the job because of dental problems.” If you're one of these statistics, make an appointment with your dentist. **ACT NOW!**



... said a prominent dentist when asked about such statistics as these: Dental caries (tooth decay) is the most prevalent disease in the United States, afflicting 98 percent of the population. By the age of 15, the average American has had an average of 11 decayed teeth and has already lost one or more of his permanent teeth. More than half of the people over 50 — and almost everyone over age 65 — have periodontal



Suggestions For Mobile Home Owners In Time Of Disaster



The Jacksonville Red Cross Chapter of the American Red Cross is diligently striving to get its message across to owners of mobile homes to tie their dwellings down more securely as a safeguard against damage and personal injury.

In view of the many hurricane, tornado and severe thunderstorm disasters which occur across the country, they are making a concerted effort to inform mobile home residents how best to protect their lives and property.

Blue Cross and Blue Shield of Florida, in cooperation with the American Red Cross, is happy to publish the following information for all readers:

"While few structures can withstand a direct hit by a tornado, mobile homes seem to be especially vulnerable to them and to the winds of those and other storms which normally cause little or no damage to securely anchored buildings," said James G. Barton, disaster chairman of the Jacksonville Red Cross chapter.

He pointed out that a mobile home that is not tied down with over-the-top steel straps, fastened securely to anchors imbedded in the ground, can be rolled over and severely damaged or destroyed by strong winds which, as a rule, would have little effect on a well-protected dwelling.

The disaster chairman said the tornadoes which slashed through the nation's mid-section on April 3, destroyed or damaged 3,000 mobile homes, more than half the number of these dwellings normally affected by wind disasters in the course of a year.

"Mobile homes provide comfortable, low-cost housing for six million Americans," Mr. Barton added. "But disaster statistics make painfully clear that as more families opt for this kind of housing, the cost in suffering and damage will continue to mount unless owners take required protective measures."

He said that proper tie-down equipment in most areas will cost around \$150, with installation by contractor requiring another \$100 or so. "But money spent for securely anchoring a mobile home is well worth the price, especially since many insurance companies are now refusing to insure mobile homes unless they are adequately anchored in this manner," Mr. Barton added.

Two types of ties are needed: (1) the over-the-top ties, and (2) the frame tie. The first keeps the unit from overturning and the second prevents it from being blown off the supports.

"The Defense Civil Preparedness Agency recommends use of both over-the-top ties and frame ties to

secure 10-, 12-, and 14-ft.-wide mobile homes," Mr. Barton said. "Double units 24-ft. in width are quite stable and do not require use of over-the-top ties—only frame ties. These protective systems are easy to install on existing mobile homes. When buying a new mobile home, be sure it has built-in tie-down straps."

In addition to tie-downs, Mr. Barton urged mobile home owners to familiarize themselves with other means of protecting lives and property when high winds strike — mainly through positioning, wind-breakers and proper shelter.

"Positioning your mobile home with the narrow side facing the prevailing winds will provide some degree of continuing protection," he explained. "Mobile home owners should check with the local Weather Service or Civil Defense office to find out the direction of the prevailing winds and align their dwellings accordingly."

Windbreaks—natural barriers such as trees—also help to protect mobile homes from wind damage. Two or more rows of trees are more effective than single rows, the disaster chairman added, and especially trees that are at least 30 feet high.

Mr. Barton stressed that mobile home residents should always be ready to seek shelter in a substantial building when warned of an approaching tornado, hurricane or even a severe thunderstorm. "And remember that in addition to the wind hazard unleashed by severe storms, hurricanes create high tides and waves, which can cause flooding in low-lying coastal areas. And heavy rains can cause flash-flooding, particularly in mountain valleys," he added.

"Some operators of mobile home parks provide storm shelters for their residents, and local Red Cross chapters operate shelters in times of disasters," Mr. Barton noted. "All mobile home residents should know the location of the nearest building they can go to for safe shelter in time of storm danger. Under no circumstances should mobile home residents remain in their dwellings when a tornado, hurricane or severe storm is anticipated."

He said more specific information on tie-down procedures for mobile homes is included in a brochure, "Protecting Mobile Homes From High Winds," which may be obtained from local Civil Defense offices or by writing to: U.S. Army AG Publications Center, Civil Defense Branch, 2800 Eastern Blvd. (Middle River), Baltimore, Md. 21220. The Mobile Home Living Communications Center, P. O. Box 3431, Chicago, Ill. 60654, also publishes a helpful brochure on mobile home tie-downs.

PERSONNEL...ITIES

KAY BOWERS FILLS NEW E.E.O. COORDINATOR POST



Kay Bowers

Kay Bowers has been named to the newly created position of Equal Employment Opportunity Coordinator, it was announced by House Counsel, John Slye, effective August 26.

Kay previously held the position of Compensation Manager from April, 1973 until her promotion. Other positions held with the company were Training Specialist and Wage and Salary Administrator. She has been employed with the Plans for nearly five years.

She received her AB degree in Psychology and English Literature from DePauw University, Greencastle, Indiana, and her master's degree in Education from Columbia University, New York State. She taught sixth graders for two years in Washington State, and exceptional children in New York State for three years. She is a native of Jacksonville, has one daughter, Nancy, 7 years old, and photography and genealogical research are her hobbies.

TOM KEANE PROMOTED TO ASSISTANT MANAGER OF CLAIMS SYSTEMS



Tom Keane

Tom Keane's promotion to Assistant Manager of Claims Systems was announced by Hanse Hall, Manager of Blue Cross and Blue Shield Systems, effective August 26.

His promotion follows a series of advancements for him since he joined the company in March, 1967 as a Burster Operator in EDP Quality Control. Between 1967 and 1969, he progressed rapidly through the positions of Quality Control Clerk, Tape Librarian, Computer Operator and EDP Quality Control Analyst. In May, 1970, he was promoted to Senior Control Analyst, a supervisory position he held for two years. He transferred to Systems and Programming in August, 1972 as a Systems Analyst in Reporting Systems, his most recent position.

Tom is a native of Jacksonville, and graduated from Bishop Kenny High School. He has attended Florida Junior College and Jacksonville University. He is married to Janet, and they have one child, Chris, age 4.

In his spare time, Tom enjoys all sports. He was a member of a Blue Cross and Blue Shield softball team, and participated in the Employees Club golf league.

JUDY VAN VALKENBURGH PROMOTED TO EMPLOYMENT ANALYST



Judy Van Valkenburgh

The promotion of Judy Van Valkenburgh to Employment Analyst in the Personnel Department was announced by Personnel Director W. T. Gibson, effective August 26. Judy was employed in October, 1963 and was a part-time employment interviewer before her promotion.

She is a native of Orlando where she graduated from Edgewater High School. She attended college in Paris, France for one year and graduated from Emory University in Atlanta, Georgia receiving a BA degree. She is married to Lee, who is also employed with the Plans as Executive Assistant to Senior Vice President W. J. Stansell. They have two children, Jeannie, 11, and Mark, 8, and tennis and swimming are her hobbies.

WILLIE REESE PROMOTED TO SUPERVISOR



Willie Reese

The promotion of Willie Reese to Supervisor in the Building Management Department was announced by Derald Smart, Building Manager. He has been employed with the Plans since December, 1969 and prior to his promotion, he was a Section Leader in the same department.

Willie is a native of Lake City, Florida and a graduate of New Stanton High School in Jacksonville. He served 21 months in the Army and was discharged as a P.F.C. He is married to Vera and they have five children, Velda, Vanessa, Rosiland, Sharon, and Felicia. He enjoys basketball and has been an outstanding player on several teams sponsored by the Employees Club.

SECTION LEADER PROMOTION

Edna Watson was promoted to Section Leader in the Payroll Department on June 26. She has been an employee since May, 1968 and prior to her promotion she was a Payroll Clerk.

She is a native of Kearney, New Jersey and a graduate of Harrison High School in Harrison, New Jersey. She is married to Al and they have five children ranging in ages from 21 to 28. One of her five daughters, Carol, was previously employed here in the Medicare A Department.

Her hobby is listed as "overtime" — she's averaging nearly 26 hours a week over the normal 40. That's over 1000 hours for 1974!

THREE PROMOTIONS ANNOUNCED IN CHAMPUS DEPARTMENT



Joyce Conley

The promotion of **Joyce Conley** to Supervisor of the CHAMPUS Support Department has been announced, effective August 26. **Anita Bessent** and **Karen Harsey** have been promoted to Section Leaders under Joyce.

An employee since May, 1969, Joyce's previous responsibilities have included Claims Reviewer, Claims Examiner, Correspondence Clerk, and for the past year she has served as Section Leader in CHAMPUS Claims. She is a native of Corpus Christi, Texas where she graduated from high school. She and her husband, Robert, are the parents of Debra and Rance. Joyce is a member of the Sacred Heart Guild, and enjoys sewing and reading in her spare time.

She is one of the company's largest suggestion award winners having received a \$699.00 check last October for her idea to make up a form letter pertaining to other insurance coverage to determine the primary carrier.

Since joining the Plans in April, 1970, Anita has served as a Claims Coder and Telephone Information Clerk. She is a native Jacksonvillian and an Andrew Jackson High School graduate. She is married to Herschell and they have four children, Denise, Deborah, David, and Susan. Her hobbies include sewing, reading, and "being grandma."

Karen has been an employee since March, 1973. Previous jobs include File Clerk and Correspondence Clerk. She is a native of Columbia, South Carolina where she graduated from Dreher High School.

DON MIXON PROMOTED TO SENIOR SYSTEMS ANALYST



Don Mixon

The promotion of **Don Mixon** to Senior Systems Analyst was announced by Frank Cardin, Assistant Manager of Medicare B Claims, effective September 23.

Don began his career with our organization in March, 1967 as a Tape Librarian. In September, 1969 he transferred to Systems and Programming as a Programmer in Medicare B Systems. He was promoted to Programmer-Analyst in June, 1971 and to Systems Analyst in September, 1972.

Don is a native of Live Oak, Florida, is married to Carroll, and they have two children, Gay and Robin. In his spare time, Don enjoys hunting. He has participated in company-sponsored golf leagues and was one of two first place winners in the doubles competition in the recent table tennis tournament.

JOSEPHINE ALEXANDER PROMOTED TO SUPERVISOR



Josephine Alexander

The promotion of **Josephine Alexander** to Supervisor of the Sales Support Department has been announced by Dave Hazlehurst, Manager of Sales Support, effective July 1. She has been employed with the Plans since January, 1969 and past assignments included National Accounts Clerk, Self-Adjusting Clerk and Merit Rated Clerk from 1969 to 1973 and Section Leader from 1973 until her promotion.

Josephine is a native of Ocala, Florida where she graduated from Howard Academy High School. She attended Florida A & M University in Tallahassee for 1½ years and also completed a business course at Walker Business College in Jacksonville. She has three sons and two daughters, is a Past Worthy Matron of the Eastern Star, and a member of Golden Circle affiliated with Bethlehem Grand Chapter OES. Her hobbies include bowling, bridge, pinocle, football, and all sports.

CATHY EVORS PROMOTED TO SYSTEMS ANALYST



Cathy Evors

The promotion of **Cathy Evors** to Systems Analyst, effective August 26, was announced by Tony Hubbard, Assistant Manager of Marketing Systems.

Cathy began her career here 18 years ago in Subscribers Service. After holding several positions in that department, she transferred to the Key punch Department in 1965 as a Supervisor. A year later, she was promoted to Programmer in Systems and Programming. In January, 1972, she was promoted to Programmer-Analyst, a position she held for two years.

Cathy is well known for her active participation in the company's summer and winter women's bowling leagues. She has been president of the leagues since 1969 and has won numerous team and individual trophies during that time. Her efforts in the league earned her the Bill Fort Sportsmanship Trophy as the company's outstanding athlete in 1971. She received a similar award from the Jacksonville Women's Bowling Association this past spring.

Friday the thirteenth (of September) turned out to be a lucky day for Cathy who was surprised with a plaque presented to her at the women's bowling banquet. Given by the Employees Club, this honor was bestowed upon Cathy for her outstanding contributions to the league as its president for the past six years. (See photo on page 9.)

BILL FOLEY PROMOTED TO SENIOR SYSTEMS ANALYST

The promotion of Bill Foley to Senior Systems Analyst was announced by Jim Cole, Assistant Manager of EDP Systems, effective September 9.

Bill came to work for Blue Cross and Blue Shield of Florida in March, 1969 as a Programmer. During his tenure, his assignments have been primarily with the Medicare Part A Systems. On two occasions Bill was called upon to participate with BCA sponsored development teams located in Chicago. These groups were responsible for the design and programming of the Medicare Model A System and the design of a national Medicare System.

Bill received his degree in History from Assumption College in Worcester, Massachusetts and spent four years with the Army Security Agency stationed in Asmara, Ethiopia, East Africa and Vietnam.

BROWN, MARKEY, AND RYAN PASS CPA EXAMS



Jack Brown



Stephanie Markey



Bill Ryan

Jack Brown, Stephanie Markey and Bill Ryan recently completed all four parts of their CPA exams.

Jack is Director of Finance, and prior to his promotion, he was Manager of Internal Audit for three years. He came to Blue Cross and Blue Shield in 1969 and has participated in the Jacksonville Chapter of the National Association of Accountants for the past 15 years.

A year ago his application for the professional designation of Certified Internal Auditor was approved. In May, 1973, he was elected President of the Northeast Florida Chapter of the Institute of Internal Auditors of which he has been a member for three years.

Stephanie is a Branch Audit Supervisor and has worked here since July, 1969. She's a native of Shanghai, China and attended Mary Knoll Convent School in Hong Kong. She is a graduate of Spring Hill College in Mobile, Alabama where she majored in Accounting and received a BS degree in Commerce. She is a member of the Hospital Financial Management Association.

Bill is a Senior Auditor and was employed in November, 1972. He's a native of Jacksonville and a graduate of Englewood High School. He attended Jacksonville University where he graduated with a BS degree, Majoring in Accounting.

IN-HOUSE SPANISH CLASSES OFFERED TO EMPLOYEES

Under the sponsorship of Dudley Bumpass, Director, the Provider Reimbursement Department has recently begun conducting a Spanish class two nights a week after work.

The classes are taught by José Barros, Mrs. Nery Gras and Victor Rodriguez in an informal manner, in an effort to achieve conversational ability.

Any employee interested in more detailed information about enrolling in a future class can contact Mr. Barros on extension 6794 or Mrs. Gras on extension 6791. Because of our daily contact with the Puerto Rico and Miami offices, it was felt employees might be interested in either taking up Spanish or in furthering their knowledge of the language if they are presently acquainted with it.

wedding



Danny Fisher and Nancy Passavanti were married on June 22 at the Church of the Epiphany. Reception was held at Londontown Guild Hall.

Danny, an employee since February, 1973, is a Data Coordinator in the EDP Quality Control Department. He is a native of Jacksonville and he and Nancy are both graduates of Forrest High School. Danny is attending Florida Junior College and is taking advantage of the Company's Tuition Refund Program.



President J. W. Herbert, right, has just presented a Certificate of Qualification to Trudy Miller upon completion of her sales training course. John Oetjen, second from left, also received his Certificate from Mr. Herbert and is seen sharing it with Sales Training Coordinator Bob Hulsey.

Two Employees Complete Training In Marketing

Joe McGurrin, Director, State Group Sales, has announced that **Trudy Miller** and **John Oetjen** have completed their training as a new Group Specialist and Service Representative, respectively.

Trudy is the first woman Group Specialist to be employed with Blue Cross and Blue Shield of Florida. In this new sales position, she will handle group contacts by telephone. According to Sales Training Coordinator, Bob Hulsey, as soon as Trudy develops her technique and knowledge in this area she will be making personal contacts with the groups.

Born in Germany 25 years ago, she is single and was employed in April as Secretary to Bob Schumacher in the Personnel Department. Her hobbies include tennis and sewing.

John H. Oetjen, III will be a new small Group Sales and Service Representative operating out of the Jacksonville branch office. He is a native of Jacksonville, is 26, is married to Joey and has a young son, Christopher. John holds a Bachelor of Arts degree in History from Jacksonville University and was previously employed by Allyn and Bacon Publishing Company. He enjoys tennis and fishing as his hobbies.

JUAN HERRERA NEW PHYSICIAN RELATIONS REPRESENTATIVE



Juan Herrera

Juan F. Herrera recently joined the Blue Cross and Blue Shield Plans as a new Physician Relations Representative in Coral Gables. He will be reporting to George S. Lewis, Director of the Professional Relations Department, and in this position, he will be responsible for contacting physicians concerning Blue Shield and Part B Medicare programs.

Juan is a native of Havana, Cuba and a graduate of the University of Miami. He is a member of the Alumni Association and the American Red Cross. He enjoys photography and squash in his spare time.

Complimentary Letters

The following letter written to Blue Shield Manager Jerry Landgraf compliments **Doris Dycus** who assists the State Employees Insurance Office group: "It isn't often that we're associated with someone who takes such a keen interest in everything we ask her to do, and performs those tasks with a competence that, in this day and age, is truly commendable. Doris is certainly an asset to your company, and those of us who work with her wish to express our appreciation."

* * * * *

This letter received by Bill Long, Manager of Medicare Part B comes from an Ormond Beach subscriber:

"I should like to take this opportunity to have you express my personal appreciation to your associate, **Phyllis Andre**, for the attention she gave in clearing my claim. Our claim check was sent to the wrong address and it was returned to your office due to this error.

"Mrs. Andre personally investigated this entire situation and, as a result, my check was resent to my correct address. Knowing the vast amount of detail involved in handling claims I do know that she did spend considerable time in order to clear this situation. Would you please thank her personally for her help and assistance."

* * * * *

This letter compliments **Marge Dillon**, Supervisor of the Special Claims area in Blue Cross: "I just wanted to let you know I truly appreciate your remembering my request concerning my daughter and being so considerate as to call us when you received the claim from the Institute of Living, in Hartford. Both of us talk to our 'public' every day and it is not a simple matter to keep track of everyone's only problem. In any case, my wife and I thank you for your thoughtfulness."

* * * * *

Tampa branch Manager Larry Bartlett received the following complimentary letter concerning **Diane Jones**: "I would like to take this opportunity to express my sincere appreciation for the excellent and efficient service extended me when I visited your office recently.

"Although it was a very busy day, the young girl who reviewed my claim did a most thorough job. Since we live in a very hurried world today and do not receive this fine service every day, I would like to pass on to the management of Blue Cross and Blue Shield the superb service this employee imparts to your policy holders."

* * * * *

Our Major Medical Department received the following letter from a subscriber in Bay Harbor Islands: "This is to acknowledge with thanks your check for my Major Medical claim for my wife dated August 9. Your promptness and thoughtfulness are most gratifying."

Customer Contact

(Continued from page 7)

to that office, and most likely the customer is concerned, frustrated or just plain mad! I have been there and believe me it is not a pleasant experience to have an irate customer demanding an explanation I am unable to give!

Unless we recognize our field force as "customer" and furnish prompt, accurate answers, we create a very unhealthy environment. Field personnel are our emissaries and deserve our very best efforts in communications. They must rely on us to support them and we owe them all the allegiance we can muster. They are "where the action is" and our dedicated support means that we, through them, control the image of the company.

So the next time you hear from our ambassadors in the field, picture yourself on the crippled boat and then throw them the life line . . . the response, and see how quickly you build long lasting friendships. Try it and get reacquainted with members of the "family".

Medical Department Changes

(Continued from page 8)

Maureen Lambert was promoted from secretary to the Medical Consultants to Staff Assistant. She was hired in November, 1969, is a native of New York and lived in St. Augustine from 1948 to 1966. She attended Ballard School in New York City following graduation from Our Lady of Wisdom Academy High School, Long Island. She is married to George who is an instructor at Technical High School. Maureen entered exhibits in the Arts and Crafts show and in the Kitchen Arts Competition in 1972 and 1973, winning ribbons in both categories for arts and cooking.

Judy Hyman has been an employee since September, 1972 and was previously a Transcriber and Blue Shield Claims Examiner.

In addition to the staff employees mentioned above, **Mike Cascone** is Manager of the Medical Department which employs approximately 70 people. **John Meyer** and **Bill Fugua** are his Assistant Managers. There are also three Senior Medical Analysts: **Martha Hewlett**, R. N., Blue Cross, **Pat Simmons**, R. N., Blue Shield, and **Shirley Jackson**, R. N., Medicare B. All are located on the 14th floor.

